

STATEMENT FROM ADS INC

It has been just over six months since Asher's tragic passing. Our hearts are broken and every time we think we are progressing through the stages of grief we find ourselves at the beginning, questioning whether this reality is true. As you know, Asher was a young man who lived life to the fullest. He had many interests, both business and personal, including a passion for charitable work in places like Africa.

As for Asher's professional pursuits, they were a work in progress. He loved challenges and was fixated on finding innovative ways to reach people. His creativity was both a blessing and challenge, especially as it pertained to assessing the state-of-play for his company how to move forward. The positive is that he was really excited about a pivot for Ads Inc. and his plans to take the company in a new and exciting direction. The challenge is that only Asher knew the full extent of the business and what his plans were for the future. It's not that Asher was unwilling to share his ideas with those around him, it was that he moved at a pace that few could match, and his inventive mind was where he stored his concepts — as you know, Asher had many strengths but putting his myriad of ideas to paper was not one of them. We, along with some of his friends and business associates, did our best to unpack where he was and where he was going, filling in pieces the best we could while attempting to channel his thoughts and vision for a new Ads Inc.

Today, unfortunately, we face the reality that without him here to answer questions and to help us understand what he created and where he was going, there is no way to continue his business pursuits. For that reason, in addition to our profound grief that we continue to cope with, and obviously in consultation with Asher's Estate, we are discontinuing operations of Ads Inc. and its affiliates. Instead, Asher's Estate will focus its efforts on Asher's charitable pursuits, as those were what he was most passionate about, including those in Kenya.

We know the Burke family is appreciative of all those who offered to provide assistance in identifying and assessing all of Asher's business interests.

There are still issues we must work through as we cease operations, which includes helping all those working in Asher's business operations understand what this means for them.

Asher's parents want those who knew their son to know that Asher's family appreciates that they are coping with their own grief. Asher's family is truly grateful for the love and support everyone has shown in the wake of terribly tragic circumstances.